

Daily

SO— you haven't bought *Victory Bonds?*

1. ARE YOU AFRAID YOU CAN'T SELL VICTORY BONDS ANY TIME YOU WANT TO?

Ask your banker, he'll tell you that he'll cash your Victory Bonds while you wait. So will any investment dealer, or trust company. Or you can use the Bonds as security on a loan at any bank, retaining your title to the Bonds.

2. AFRAID VICTORY BOND VALUES WILL DROP IN PRICE?

Canada has never failed to pay every dollar of principal and interest when due. The money you invest will be paid back to you in full when the bond reaches its maturity date. This date is clearly stated in the wording of each bond. The entire resources of the Dominion of Canada stand behind every Victory Bond—the safest investment you can make.

3. ARE YOU HOLDING YOUR CASH FOR A SPECIFIC PURPOSE?

Maybe you have ear-marked your savings for a definite purpose. There is no place that you put your savings that will be safer than in Victory Bonds.

And, your Victory Bonds can be reconverted into cash when you want it.

4. PERHAPS YOU HAVE ATTAINED AN AGE WHERE YOU FEEL YOU WANT YOUR SAVINGS IN CASH?

Victory Bonds are better for you than cash. They pay you 3% interest—can be converted into cash at any time—and, are as safe as cash itself because all of Canada's resources guarantee Victory Bonds.

5. ARE YOU AFRAID YOUR MONEY WILL BE WASTED?

War itself is a total material loss, but unless we win this war nothing else really matters. Your purchase of Victory Bonds is simply a form of savings that contributes to Victory.

6. DO YOU THINK YOU CAN GET A BETTER RETURN ON YOUR MONEY?

A \$100 bond pays you \$1.50 interest every SIX months . . . \$3 a year. During 14 years it will pay you \$42. interest. And, it is your obligation to invest in Victory because only Victory will save other investments for you.

7. ARE YOU HOLDING BACK FOR LATER LOAN ISSUES?

Canada must float Victory Loans as often as necessary to secure the funds to carry on. The less it gets this time, the more will be required next. Invest to the limit now.

8. ARE YOU A "TOKEN" BUYER?

Do you feel you've done your bit by making a "Token" subscription—one small bond when you could do more? This is a total war—nothing less will win Victory—Victory at the earliest possible date with a minimum loss of life.

9. DO YOU THINK YOUR HELP IS NOT NEEDED?

The fact is that it is the great number of individuals purchasing Victory Bonds in small amounts that has enabled each Victory Loan to reach its quota and no Victory Loan is successful until every last possible dollar has been put into an all-out effort.

10. DO YOU THINK YOU ARE BEING ASKED TO GIVE YOUR MONEY AWAY?

Buying Victory Bonds is just another way of saving your money—the safest of all ways. Your Victory Bond is proof that you have loaned a specified amount of money to Canada to help win the war. It also contains Canada's promise to return that money to you in full on a specified date and to pay you interest on your money every six months.

★ ★ ★

LET'S FACE THE FACTS

There are approximately five million, two hundred thousand individuals in Canada who are earning money today. Less than half this number have bought Victory Bonds to date. The only individual who cannot afford to buy a Victory Bond is the one whose income does not provide a decent standard of living. If your income provides a decent living and some extra, put that extra amount into Victory Bond savings on the instalment plan through your employer or your bank. If you have savings now, put them, too, in the safest possible place, Victory Bonds.

Get Ready to BUY VICTORY BONDS!